

Draft Public, Stakeholder, and Media Outreach Plan

Nashville Area MPO Freight and Goods Movement Study Phase III

Task 2

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■ Introduction

The Freight & Goods Movement Study – Phase III is expected to build upon the Nashville Area MPO’s previous freight planning efforts to provide the MPO, its member jurisdictions, and strategic partners with information and recommendations to help minimize the negative impacts of freight movement on local communities, while also embracing freight’s key contributions to regional prosperity. Phase I of the Regional Freight & Goods Movement Study was completed in 2003 and highlighted the role that freight plays in the success of Nashville region’s economy. It also assembled a regional Freight Advisory Committee, developed a regional freight profile, and identified quick-action freight-related strategies that could be implemented into the MPO’s plans and programs. Phase II of the Regional Freight & Goods Movement Study was completed in 2010 and developed technical tools to assist in predicting future freight volumes through 2035; identifying future capacity constraints, infrastructure deficiencies, traffic bottlenecks and safety concerns; and evaluating the costs and benefits of potential improvements. Highlights of the Phase III effort include:

- A review and analysis of historic trends and existing conditions in the region including an analysis of commodity flows, import/ export trading partners, local freight attractors and generators, freight networks and routing, economic impact of freight and logistics, etc.;
- A review and analysis of future conditions including a forecast of future commodity flows and freight movements, and an evaluation of programmed and planned transportation improvements, future land use policies, economic and community development plans, etc. that may affect or be affected by freight and goods movement;
- Development of a guiding vision for the region’s freight system, including a designated truck route network, and supporting policies, strategies, regulations to facilitate its implementation;
- Recommendations for optimizing local land use plans and land development policies, codes, and ordinances in support of improved freight access and delivery;
- Print and web-based communication tools that help promote awareness of freight movements, associated benefits and challenges, proposed strategies, and proposed improvements across the region.

■ Overview of Outreach Plan

The Public, Stakeholder, and Media Outreach Plan is designed to guide the team’s work activities related to outreach. The Plan will be updated as needed to continuously take stock of task-level progress and identify emerging risks and strategies to manage them. Our approach to the outreach element of this study is to integrate the Nashville Regional Freight and Goods Movement Study (Phase III) to identify the key stakeholders, develop tailored outreach efforts for each stakeholder category, and leverage ongoing outreach

planning efforts occurring at the local, state, and Federal levels. Table 1 outlines the CS outreach approach strategy for this study.

Table 1 Public, Stakeholder and Outreach Strategy

Outreach Element	CS Approach
Nashville Area MPO FAC	<ul style="list-style-type: none"> • Convene FAC at the end of Task 3 to provide input on existing and future conditions, receive comments on the vision for freight planning in the region, discuss regional truck route network and freight and land use issues. • Hold second meeting in the last month of the study to allow the FAC to comment on the full set of deliverables and provide feedback on next steps for the MPO regarding freight planning. • Conduct all of these meetings as web meetings to allow for participation by as many FAC members as possible.
Shippers	<ul style="list-style-type: none"> • Interview all shippers on the FAC individually to understand their unique perspective on the study's issues during Task 3 with information collected to be useful for Tasks 3, 4, and 5. Also, leverage shipper interviews to craft "the story" of freight for the region.
Motor Carriers	<ul style="list-style-type: none"> • Interview select group of motor carriers to collect information as part of Task 3. Collect information on key truck trip generation locations, route selection, roadway geometric and deficiency conditions, likely near-term trends in freight activity and safety hotspots. Interviewees will include local delivery trucks, line-haul operators and less than truckload operators. • Hold a trucker's forum as part of Task 5 to discuss a draft truck route network to a collection of truck drivers and dispatchers in the region.
Railroads	<ul style="list-style-type: none"> • Conduct one-on-one interviews with CSX, NS and locally-operated shortline railroads to understand their concerns in regards to land use, collect information on how future freight volumes are likely to increase, and where railroad crossing, noise, and safety issues are likely to emerge.
Local City Planning Staff	<ul style="list-style-type: none"> • Reach out to local planning staff to obtain existing truck route network information and to collect information on truck and rail related issues in their jurisdiction. • Teach tailored version of FHWA/NHI Course on Freight and Land Use focused on local city planning staff to support Task 5. • Invite to final FAC meeting to finalize truck route, land use and zoning recommendations.
City/County Econ. Dev't Officials	<ul style="list-style-type: none"> • Interview as part of Task 3 to discuss known freight-related issues. • As part of Task 7, send marketing materials to economic development officials as an additional method to involve freight-related businesses in the land use, zoning, and code ordinances.
Local Chambers of Commerce	<ul style="list-style-type: none"> • Interview as part of Task 3 to discuss known freight-related issues. • As part of Task 7, send marketing materials to Chambers of Commerce as an additional method to involve freight-related businesses in the land use, zoning, and code ordinances.

Industrial Real Estate Brokers	<ul style="list-style-type: none"> Interview select brokers as part of Task 3 to understand where near-term future development is likely to occur and to understand the needs of existing companies that are in the process of considering relocating to the region or changes in their existing facilities.
General Public	<ul style="list-style-type: none"> Leverage locally elected officials, local planning staff and already scheduled local planning activities as opportunities to engage the general public and to alert us to local sensitivities Will be able to track the progress of the project and provide input using the study's web site. Send email blasts to members of the general public (if requested) regarding upcoming key meetings and deliverables for distribution.
Media	<ul style="list-style-type: none"> Be prepared to respond to publicity on the study from the media, especially the local business journal.

■ Outreach Milestones

There are five key outreach activities that will occur throughout the study. They include interviews of key freight stakeholders, a trucker's forum primarily to discuss a preliminary version of the truck route network, and three Freight Advisory Council meetings to occur at key points in the study. A description of these milestones is provided in Table 2.

Table 2 Key Outreach Milestones

Milestone Title	Milestone Description	Milestone Date
Freight Stakeholder Interviews	Interviews of key stakeholders to provide input on early tasks.	September – December, 2014
Trucker's Forum	Assemble local truckers to discuss truck route network routes and design	October 30, 2014
Freight Advisory Council Meeting #1	Meet with public and private sector stakeholders to review existing and future conditions and to provide input on vision and truck route network characteristics	November 19, 2014
Freight Advisory Council Meeting #2	Meet with public and private sector stakeholders to discuss draft recommendations and project deliverables	February 28, 2015

■ Schedule

The project schedule illustrates how the outreach activities integrate into the broader study. As shown in Figure 1, the most intensive outreach period for the study is between September and December of 2014.

Figure 1 Detailed Project Schedule

